



Message from the Great Northwest Region of ARMA Manager – Marc Simpson

Greetings to everyone in the Great Northwest Region! Fall is just about here. I love this season. It always reminds me of Indian summers, cool crisp nights, and leaves turning colors. It brings back memories of the start of a new school year. There would be new things to learn, old friends to see and new friends to make, and lots of things to do. Hey, that sounds like the start of another ARMA year!

Actually, our new year began officially on July 1st, but your region leadership began before that. On June 20-21, we met in Tacoma, WA for our annual Leadership Conference. We all learned a lot thanks to the wonderful speakers provided to us free of charge by ARMA International. Dale Mask from Alliance Training and Consulting, Tom Killam, Director of Member Services at ARMA International, and Sharon Alexander-Gooding, Director of the Board of ARMA International were all terrific. It was a great experience and one that I would strongly recommend to everyone whether you are serving on your chapter's board or not.

Since then, your Region Team and your Chapter Boards of Directors have been hard at work planning for another great year. There will be new things to learn, old friends to see, new friends to make and lots and lots of things to do. So let's get started!

I would like to begin by introducing your new Region Team. As you know, our former Region Manager, Sue Lord, is now a Director of the Board of ARMA International. I am very honored and privileged to now serve as your Region Manager. Allow me to tell you a few brief words about myself. I have been a member of ARMA and the Puget Sound Chapter for fourteen years. I served on Puget Sound's Board for ten years as Program Director, Vice President, President (three terms), Chairman of the Board, and Director. I have served on just about every committee there is including CO-Chairing the 2000 Region Conference. So I understand the challenges facing the chapters. I have also served as Region Treasurer for the past three years. I am also currently serving on this year's ARMA International Awards Committee.

Joining me again this year is Region Coordinator Fran Blaylock. I don't need to tell you how priceless Fran is to this region. I am thankful to have her on the team and hope that your chapters will invite us to come visit you this year.

Cindy Fredrickson has taken on the role as Region Treasurer. Cindy has served as Treasurer of the Oregon Chapter and recently was the Treasurer and Registrar for the 2008 GNW Region Conference. She will be a great asset to the team!

Recently, Fran and I both thought that we could really use another person on the team; someone who could help with marketing the Region Conference, ARMA and our chapters, as well as helping to revive dormant chapters. ARMA approved our idea. It's a new position, but a familiar name. I am very pleased to announce that Deb Martin from Columbia Basin is now a Director of the Region Board! Being a former Region Manager, Deb brings a lot of wisdom and experience to the table.

Returning again as our Region webmaster is Andrea Bettger. Andrea is the new President of the Seattle Chapter and I know those duties will keep her quite busy. So thank you Andrea for continuing as our webmaster!

Rounding out the team are the Chapter Presidents. Some are in their second term and some are just starting out, but all are great individuals who I know will do a fine job. I've said this many times and I believe it. No one works harder in ARMA than a Chapter President. I thank them all for taking on the task!

As I said, there will be many new things to learn this year. Your chapters will be providing lots of quality programs and seminars. ARMA International will also be providing some tremendous educational opportunities. Take advantage of them!

Have you registered for the ARMA International Conference in Las Vegas yet? This is the premier educational opportunity for RIM professionals and it's shaping up to be a blast as well. There's still time to register! Go to www.arma.org for more information and to register.

Are you aware of the free webinars that ARMA offers? If not, check them out! They are terrific and they are *free*. Go to www.arma.org for more information.

Now I know this is a sensitive subject, but I'll admit it. I once ached deep in my core. I knew it must be a deficiency of some sort. I just didn't know what. I suffered from...incompetence. Oh, the embarrassment! But then my friend, Tom Killam, Director of Member Services at ARMA International directed me to the Core Competencies RIM Self Assessment Tool at www.arma.org. Not only did I find out what the deficiencies were, it gave me a prescription for ridding myself of them! Now I feel great. No more incompetence for me! The ARMA Core Competencies...they worked for me. They can work for you too!

Finally, just as with the start of a new school year, there are lots and lots of things to do in our chapters. Each provides you with an opportunity to learn a new skill or sharpen an old one, expand your network, grow professionally and personally and just have fun. I'll bet if you ask your Chapter President, there's still room for you to join in. I urge you to give it a try.

I'm looking forward to seeing all of my old friends again and making new ones either at the Conference or at your chapter meeting! We will be having a Region Reception on Sunday night before the start of the Conference. Please come say hello! There will also be a no-host Region Luncheon, so watch the bulletin board at the Conference for details.

Please remember, we are here for you. If you have questions or concerns, please feel free to contact myself or Fran anytime.

Very Truly Yours,
Marc

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